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## UA99/9 Southern Exponent of Business Education, Vol. XIV, No. 2

Bowling Green Business University

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# War On Low Salaries

DO YOU WANT REGULAR EMPLOYMENT AND  
A SALARY IN KEEPING WITH YOUR SERVICES?

What thousands HAVE done, you CAN do! This paper vitally concerns YOUR future, at least it will do no harm to you to read every word of it!

## THE National Official Training School For Commercial Teachers

The last Summer School for commercial teachers was in every way a record-breaker. Teachers came from almost every state in the Nation. Extensive preparations are being made now for the 1920 session when a still larger attendance is expected.

The new booklet giving complete information about it will come from press in February. Do you want it? Only about 200 commercial teachers were placed in good positions, but we had calls for nearly 600. You get the point?



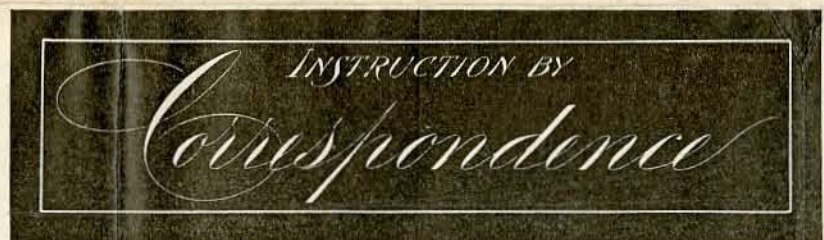
The University Orchestra that adds cheer, charm and sweetness to the Morning Hour Program. It's fine! Come and join it, if you play any instrument.



Happiness follows in the wake of usefulness. In order to be greatly useful, no young person could make a mistake by equipping himself or herself to transact business intelligently, acceptably and profitably, or to teach commercial subjects. The door is wide open to those who wish large salaries, more congenial employment and a bigger, better, brighter future.

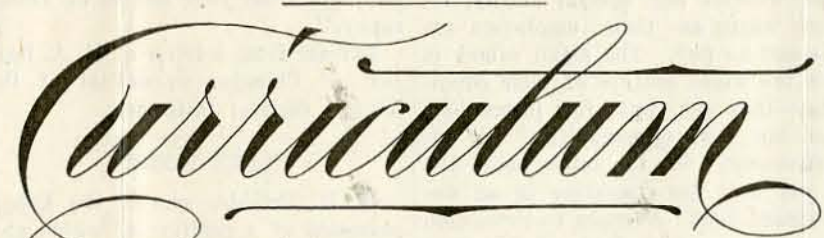
We receive every year about six hundred applications for teachers of commercial subjects, but the best we have ever been able to do was to furnish fewer than two hundred, and the demand is increasing every year. How would you like to teach commercial subjects in a high school or business college on a salary two to four times as large as you have ever received?

Likewise we are called upon every year for four to six times as many stenographers, bookkeepers, telegraph operators, secretaries, etc., as we are able to turn out. Would you like a place in any of these lines on a salary far exceeding the best you ever had? If so, write us for additional information.



A simple and easy plan has been arranged for home study for those who wish to save two or three months' time and salary. Hundreds have used it and pronounced it a most satisfactory money-making and time-saving plan. It will save you money in three ways. Fill out and return this blank and you will get full information.

Please send me, without any obligation on my part, the pamphlet explaining the correspondence plan. I am interested in a course in ..... and may wish to begin it by correspondence about ..... 19.....



The Bureau of Education at Washington has just adopted and recommended courses of study for business and high schools throughout the Nation. It is interesting and gratifying to note that they are almost identical with those which this Institution has sustained for many years—the only difference being that our courses require a little more work than do those recommended by the Government. The best is none too good. Thousands today regret that their business courses were too short. No one regrets that his was too long.

DO YOU WANT:  
The New Catalogue?  
Southern Exponent?  
Rate Sheets?  
Penmanship Specimens?  
THEN TELL US SO AND  
YOU SHALL HAVE THEM

### ENTRANCE REQUIREMENTS.

Students of all grades find it easy to get desired classification in this Institution. Hundreds fresh from the grades complete the course with great credit to themselves and satisfaction to the faculty and afterwards capture the best of positions. Scores and scores of college graduates pursue the course every year and with marked success. There is a place for every body. Write us your wants, your fears, your aims and let's pull together.

### DO NOT COME.

Be sure to time your trip to Bowling Green so as to not arrive here on Saturday or Saturday night as our offices are then closed and we are unable to accommodate you as we wish. We do not teach on Mondays and can therefore give you our best attention at that time. Let us know when you want us to meet you at the train.

### Shorthand

Stenographers—male and female—are wanted in every business. It leads to quick and certain promotion. It pays larger salaries from the very start. It is usually mastered in five to seven months, and a place will be ready for you the moment your course is completed.

Get the advertising matter of the school and learn more about it.

ADDRESS ALL LETTERS  
TO

Bowling Green  
Business University

Bowling Green, Ky.

### Bookkeeping

When business booms, bookkeepers come into their own. The income tax laws have already necessitated a greater number of accountants, auditors and bookkeepers than at any other time in our national history. The government is sending out bulletins every month detailing the demand for bookkeepers. Equally as great a necessity exists in corporations and businesses of every kind. Now is the time to learn bookkeeping.

### DON'T COME HERE.

If you are not in earnest, if you want to go to a school to waste money and time, don't come to the Bowling Green Business University. Its students are here strictly for business. They are here to get ready for responsible and lucrative positions and neither they nor we have any time to lose with those who wish to come here merely to board. Our students are the happiest, jolliest, best behaved young people we ever knew, but they work.

### THIS EMBLEM.



This is the emblem of the schools belonging to the National Association of Accredited Commercial Schools of America. Before you cast your lot with any business school look for this emblem in its advertising matter. If you find it, you will know that it is fully accredited and worthy of your confidence.

### Telegraphy

Now that railroads are almost begging for operators, wouldn't it be a most opportune time for you to spend a few months in getting ready for a good place in that line? You'll not have to wait for a position—it will wait for you. Get the school literature and inform yourself about it.

### Rates Tuition

Our tuition rates are the same they have been for some time. Perhaps we should have raised them, but the H. C. L. has not affected them. There is no other investment that pays such large returns as does a business course.

Please be fair. Don't compare this institution with a school that offers but little equipment, few teachers and a very meagre course of study. We have no unkind word for any other school, but when you cast your lot here, you will enjoy the use of our equipment worth \$25,000 to \$40,000; a faculty of fifteen or twenty experts; a building capacious, comfortable and attractive and a tradition that is inspiring.

Get ready for a good position as commercial teacher next September. You can do it by entering in January. We received over six hundred calls for teachers of commercial subjects last summer.

## ALL FREE!

Ask for the large illustrated catalog containing the panoramic photograph of the school and building; get also the Southern Exponent, illustrations, personal photographs and statements by students; read carefully the various enclosures sent in letters.

### Touch Typewriting

The two big rooms devoted exclusively to typewriting are alive with the click of nearly 200 machines operated by the most earnest student-body you ever knew. The Department is equipped with Remingtons, Underwoods, Woodstocks, L. C. Smith's and Royals of the latest models.

Good typists command good salaries. Every student in school takes typewriting, and all learn to operate the machine by the "touch method." It is wonderfully fascinating.

### For Fourteen Years

Out of the thousands who have attended this school in the last fourteen years, not one has ever left school without a position, after completing a Combined Course in Bookkeeping and Shorthand, or in Telegraphy and Railroad Accounting. What has been true of so many people for so long a time can be relied upon as a safe rule. It will apply to YOU. What safer investment could you want?

### Once Stenographer, Now Director General

Walker D. Hines, Director General of Railroads, took his course in Shorthand and Typewriting in Bowling Green Business University, and the ladder of fame and fortune was placed right in front of him. Round by round, he has climbed it from his first position as stenographer to his present place as Director General of Railroads of the United States, on a salary of \$50,000 a year.

A business course may not make you the head of the railroads of this country, but it will lead to something else that would be profitable and satisfying to you. There is hardly a business in this country that does not every year employ many new stenographers, bookkeepers, or telegraph operators. Only five per cent of the young people of this country take business courses. This is the reason they are receiving so frequent promotion as did Mr. Hines.

### Some Things the School Offers

1.—A past, rich in an experience of forty-four years and inheriting the traditions, ideals and standards that have become an inspiration to both teachers and students, stimulating them to the best that is in them.

2.—A school spirit, unique in character and kind. The cheerful, courteous and purposeful deportment of students is the subject of commendatory comment by our citizens and by our faculty. The students come here for business. They are not rowdies, nor spendthrifts, nor loafers, nor are they here to escape home restraint, and to use the school as an excuse for wasting money and idling away their time, but they are ladies and gentlemen, realizing that will put them into business when their courses are completed and to that end they bend all their energies.

3.—The equipment of the Institution includes over two hundred typewriters, numerous adding machines, billing machines, multigraphs, banks, main-line wire of the L. & N. Railroad, dozens of telegraph instruments private wires and batteries; a great four-story, commodious, comfortable, imposing building with a floor space of twenty-six thousand square feet, used exclusively by this Institution; a great auditorium; steam heat, electric lights; drinking fountain; bright, cheery recitation rooms, and a teaching-force selected and maintained because of special fitness and qualification—fifteen or twenty men and women who are not only richly experienced in their specialties, but also greatly successful in the work they are doing. Would it be just and right to compare such an Institution with a school offering no such advantages, no history, and no equipment?

4.—The former students of the school are now located in every state in the Nation and many of them in Cuba, Mexico, Panama and the Philippines. They not only draw heavily upon us for their own supply of office-help, but they are recommending the Institution to other business men needing bookkeepers, stenographers, operators, etc. Follow this out and see what an immense clientele it makes and what a tremendous demand it brings for our finished product.

5.—Cheap board; yes, the cheapest board. Consider for a moment the fact that here in Bowling Green you can get the very best of board and lodging with everything furnished, in Bowling Green's best families, for \$20 to \$26 per month, in these times of high prices; and in the University Dining Hall, your meals for \$14. The explanation is that nearly all the provisions used in this city are produced in this immediate vicinity. This eliminates, in a large measure, the expense of freight and the profits of the "middle men." Rooms, without meals, cost \$5 to \$6 a month. By taking meals at the University Dining Hall, you can get board for \$19 to \$20 a month.

### Ho, Everybody!

Could the most optimistic dreamer of dreams imagine a condition more opportune than the present for ambitious young men and women? Could Baron Munchausen or Daniel De Foe dream a more Utopian condition of business and finance than we now have? Could a more fertile imagination work out a condition of business that would be more favorable to young people than they now enjoy? Why in the world will any young person now sit down and wait for times to get better? Why on earth will any one be satisfied to plod along on a little salary and under hard and uninspiring conditions when a little training in business will enable him or her to make three or four times as much as ever before. This is not theory. It is not vagary. It is not prophecy. It is a fact, that every person with eyes can see, and every person with ears can hear. Now is the time to embark in a business that will offer you promotion, that will compensate you for your services, that will give you an opportunity to step out into the broader, better and bigger Life of Opportunity! Whether you are ready to start now or not, write the school for its free literature and be thinking the matter over.

### Special Call For Teachers

There is an unprecedented and imperative demand for mature young men and young women as teachers of commercial branches and as bookkeepers, stenographers and railroad men. If you have taught school, even one school, or if you have had any other experience in dealing with people in the capacity of clerk, or collector of accounts or in a managerial way, you could turn it all to profitable account by taking a business course as quickly as possible. Those who have had any kind of experience in business or in teaching are in great demand. Positively and emphatically, a good place will be ready for you the moment you are ready for it. Please keep this in mind: You can look forward with absolute certainty and perfect assurance that you will not have to wait for a position when you are ready for it. A little investment in business education now would multiply your earning-power many times over and put you in line of promotion that will surprise and astonish you. At no other time in the world's history have qualified services brought such large salaries. You could at least get the free literature of the school and investigate, whether you are ready to start now or later.

### Accountancy

It would be well for all to remember that the Income Tax Laws are here to stay, and in this connection it would be well to note that the Government is constantly looking for Accountants. Now is the time for young people to get ready for permanent connection with the Government in this capacity. The salaries offered are far above those usually received by bookkeepers in other lines of activity. Besides government service, large corporations of all kinds are in search of reliable accountants. Positively and emphatically there is no other field that is more inviting than that of accountancy.

### Uncle Sam Writes Us, Begging For Stenographers



A letter from the Hon. Martin A. Morrison, President of the Civil Service Commission at Washington, urging us to qualify students for certain positions, contains these interesting and encouraging statements:

As you have previously been advised, the Government's force of stenographers and typists at Washington is so large that two or three hundred vacancies normally occur each month. It is only by maintaining a continuous recruiting campaign that the Commission is able to meet the calls for eligibles to fill such vacancies, and the Commission therefore requests that you continue to encourage persons to qualify for such positions. The Commission sees no prospect that the demand for workers of this class will materially decrease.

The entrance salary of stenographers in the Departmental Service in Washington is usually \$1,200 a year, and that of typists is usually \$1,100 a year; which, with the bonuses which are authorized throughout the fiscal year ending June 30, 1920, make the total compensation, in most branches, \$1,440 and \$1,340 a year, respectively.

### Learn to Write

There is nothing that will do so much to get a position for you as good writing—good business writing. Of course, you must know other things in order to hold a place, but you will not hold a position until you get it—and Penmanship gets it for you.

The cheapest, most economical subject we teach is Special Penmanship, or private lessons in good, plain, legible, beautiful business writing. It costs only a trifle compared with the additional earning power it gives you.

### "The Best Course"

We are often asked, "What is the best course for me to take in order to be sure of getting, not only a position, but a position that pays best?" In the light of twenty-five years' experience and observation, we answer, the Life Endowment Course, because:

1. It leads to the B. C. S. degree,
2. No time limit is placed upon it,
3. No person has ever completed it without going immediately to a good position,
4. It embraces several subjects not included in any other course,
5. It qualifies one equally for office work and for commercial teaching.

If you are interested in railroading, then the best for you is the course in Telegraphy and Railroad Accounting. Every student who ever took that course with us, immediately on completing it, went to a fine position. Many every year are called to railroad service before all the course is completed.

However, it has always been the policy of this Institution to give every one the course of his choice.

### Some Unusual Honors

First, The National Association of Accredited Commercial Schools four years ago designated this Institution as its Official Training School for Commercial Teachers. It is the only American school thus far honored in this way.

Second, Several states have put this Institution on their accredited list, and now permit its graduates to teach in those states without examination. The State Superintendent of Nebraska recently visited the school for the purpose of investigating it, and after so doing, placed it on his accredited list.

Third, The Bureau of Education at Washington has just adopted and recommended three courses of study for business colleges throughout the Nation. It is interesting to know that these courses are almost identical with those which the Bowling Green Business University has sustained for several years with the exception, however, that they do not contain quite all the studies that are embraced in the courses of this school. To have been endorsed by the Government is no mean honor.

The Winter Session opens Tuesday, Jan. 6, 1920. Get in on time. You can get as good classifications any other time, but by entering a week or two earlier, you will complete your course a week or two earlier.

REMEMBER THE DATE

Tuesday, January 6, 1920

THE OPENING OF THE WINTER SESSION